

REPLACEMENT CLAIMS VERSION

Please add new claims 2-112 as follows:

2. (New) The system of claim 1, the system further comprising:
an intellectual property utilization system to generate an intellectual property asset assessment, the intellectual property asset assessment based at least in part on one of the innovation description and the intellectual property legal right description.
3. (New) The system of claim 2, the system further comprising an intellectual property marketing system to manage marketing of at least one of
the innovation, and
the intellectual property legal right
based at least in part on the intellectual property asset assessment.
4. (New) The system of claim 1, wherein the intellectual property asset management system is to generate at least in part a maintenance communication to the innovator.
5. (New) The system of claim 2, wherein the intellectual property asset assessment is selected from the group consisting of a marketing assessment, an abandonment assessment, a donation assessment, and a deferral assessment.
6. (New) The system of claim 1, wherein the intellectual property selection system can receive and store at least one of intellectual property law information and intellectual property business information.

7. (New) The system of claim 1, wherein the intellectual property protection system can include one or more of a trademark protection system, a trade secret protection system, a copyright protection system, and a patent protection system.

8. (New) The system of claim 7, wherein the intellectual property selection system determines whether to send the at least a portion of the innovation submission to one or more of the trademark protection system, the trade secret protection system, the copyright protection system, and the patent protection system.

9. (New) The system of claim 7, wherein the patent protection system can receive the at least a portion of the innovation submission and forward the at least a portion of the innovation submission to the trade secret protection system.

10. (New) The system of claim 7, wherein the patent protection system can receive and store at least one of patent law information and patent business information.

11. (New) The system of claim 7, wherein the trademark protection system comprises an initial trademark system, a trademark project system, a trademark tracking system, and a trademark response system.

12. (New) The system of claim 7, wherein the copyright protection system comprises an initial copyright system, a copyright project system, a copyright tracking system, and a copyright response system.

13. (New) The system of claim 7, wherein the patent protection system comprises an initial patent system, a patent project system, a patent tracking system, and a patent response system.

14. (New) The system of claim 2, wherein the intellectual property utilization system includes a potential utilization system, a utilization assessment system, and a utilization decision system.

15. (New) The system of claim 3, wherein the intellectual property marketing system includes a marketing project system and a marketing contract system.

16. (New) The system of claim 2, further comprising an intellectual property donation system to manage donating of at least one of
the innovation, and
the intellectual property legal right
based at least in part on the intellectual property asset assessment.

17. (New) The system of claim 16, wherein the intellectual property donation system includes a donate project system and a donate contract system.

18. (New) A method for intellectual property marketing management, the method comprising:
- receiving from an innovator an innovation submission describing an innovation;
 - selectively sending at least a portion of the innovation submission;
 - managing obtaining an intellectual property legal right related to the innovation;
 - receiving and storing at least one of an innovation description and an intellectual property legal right description, the innovation description based at least in part on the at least a portion of the innovation submission, the intellectual property legal right description based at least in part on the intellectual property legal right;
 - generating an intellectual property asset assessment, the intellectual property asset assessment based at least in part on one of the innovation description and the intellectual property legal right description; and
 - managing marketing of at least one of the innovation and the intellectual property legal right based at least in part on the intellectual property asset assessment.
19. (New) The method of claim 18, further comprising generating a maintenance communication to the innovator.
20. (New) The method of claim 18, wherein the intellectual property asset assessment is selected from the group consisting of a marketing assessment, an abandonment assessment, a donation assessment, and a deferral assessment.

21. (New) The method of claim 18, wherein selectively sending the at least a portion of the innovation submission is based at least in part on one of intellectual property law information and intellectual property business information.

22. (New) The method of claim 18, wherein the intellectual property legal right related to the innovation is selected from the group consisting of a trademark right, a trade secret right, a copyright right, and a patent right.

23. (New) The method of claim 18, wherein selectively sending the at least a portion of the innovation submission includes selectively sending the at least a portion of the innovation submission to one or more of a trademark protection system, a trade secret protection system, a copyright protection system, and a patent protection system.

24. (New) The method of claim 23, wherein the patent protection system can receive the at least a portion of the innovation submission and forward the at least a portion of the innovation submission to the trade secret protection system.

25. (New) The method of claim 23, wherein the patent protection system can determine whether to forward the at least a portion of the innovation submission to the trade secret protection system based at least in part on one or more of patent law information and patent business information.

26. (New) A computer-readable medium storing a plurality of instructions to be executed by a processor for intellectual property marketing management, the plurality of instructions including instructions to:

- receive from an innovator an innovation submission describing an innovation;
- selectively send at least a portion of the innovation submission;
- manage obtaining an intellectual property legal right related to the innovation;
- receive and store at least one of an innovation description and an intellectual property legal right description, the innovation description based at least in part on the at least a portion of the innovation submission, the intellectual property legal right description based at least in part on the intellectual property legal right;
- generate an intellectual property asset assessment, the intellectual property asset assessment based at least in part on one of the innovation description and the intellectual property legal right description; and
- manage marketing of at least one of the innovation and the intellectual property legal right based at least in part on the intellectual property asset assessment.

27. (New) The computer-readable medium of claim 26, further comprising instructions to generate a maintenance communication to the innovator.

28. (New) The computer-readable medium of claim 26, wherein the intellectual property asset assessment is selected from the group consisting of a marketing assessment, an abandonment assessment, a donation assessment, and a deferral assessment.

29. (New) The computer-readable medium of claim 26, wherein the instructions to selectively send the at least a portion of the innovation submission include instructions to selectively send the at least a portion of the innovation submission based at least in part on one of intellectual property law information and intellectual property business information.

30. (New) The computer-readable medium of claim 26, wherein the intellectual property legal right related to the innovation is selected from the group consisting of a trademark right, a trade secret right, a copyright right, and a patent right.

31. (New) The computer-readable medium of claim 26, wherein the instructions to manage obtaining an intellectual property legal right related to the innovation can include one or more of instructions to manage obtaining trademark protection, instructions to manage obtaining trade secret protection, instructions to manage obtaining copyright protection, and instructions to manage obtaining patent protection.

32. (New) The computer-readable medium of claim 31, wherein the instructions to manage obtaining patent protection can include instructions to receive the at least a portion of the innovation submission and forward the at least a portion of the innovation submission to the instructions to manage obtaining trade secret protection.

33. (New) The computer-readable medium of claim 32, wherein the instructions to manage obtaining patent protection can include instructions to determine whether to forward the at least a portion of the innovation submission to the instructions to manage obtaining trade secret protection based at least in part on one or more of patent law information and patent business information.

34. (New) A trademark protection system, the system comprising:

- an initial trademark protection system,
- a trademark project system coupled to the initial trademark protection system;
- a trademark tracking system coupled to the trademark project system; and
- a trademark response system coupled to the trademark tracking system.

35. (New) The system of claim 34, further comprising a trademark management system to catalogue registered trademarks.

36. (New) The system of claim 34, further comprising a trademark notification system for notifying a user of the trademark protection system of certain trademark information.

37. (New) The system of claim 34, wherein the initial trademark protection system includes links to an electronic information system.

38. (New) The system of claim 34, wherein the initial trademark protection system includes templates to generate at least a portion of a draft trademark application based at least in part on information from an innovator.

39. (New) The system of claim 34, wherein the initial trademark protection system automatically generates at least a portion of a draft trademark application based at least in part on information received from an innovator.

40. (New) The system of claim 34, wherein:
the trademark project system sends a reminder of a deadline, and
the deadline is selected from the group consisting of a filing deadline and a response deadline.

41. (New) The system of claim 34, wherein the trademark tracking system stores information relating to the status of a trademark application.

42. (New) The system of claim 34, wherein the trademark tracking system generates reports regarding the status of a plurality of trademark applications.

43. (New) The system of claim 34, wherein the trademark response system automatically generates at least a portion of a draft response to a communication regarding the status of a trademark application.

44. (New) The system of claim 34, wherein the trademark response system automatically generates at least a portion of a draft response to a communication regarding the status of a trademark application based at least in part on data obtained from a link to an electronic information system.

45. (New) A patent protection system, the system comprising:

- an initial patent protection system;
- a patent project system coupled to the initial patent protection system;
- a patent tracking system coupled to the patent project system; and
- a patent response system coupled to the patent tracking system.

46. (New) The system of claim 45, wherein the initial patent protection system includes links to an electronic information system.

47. (New) The system of claim 45, wherein the initial patent protection system includes templates to generate at least a portion of a draft patent application based at least in part on information from an innovator.

48. (New) The system of claim 45, wherein the initial patent protection system automatically generates at least a portion of a draft patent application based at least in part on information received from an innovator.

49. (New) The system of claim 45, wherein:

- the patent project system sends a reminder of a deadline, and
- the deadline is selected from the group consisting of a filing deadline and a response deadline.

50. (New) The system of claim 45, wherein the patent tracking system stores information relating to the status of a patent application.

51. (New) The system of claim 45, wherein the patent tracking system generates reports regarding the status of a plurality of patent applications.

52. (New) The system of claim 45, wherein the patent response system automatically generates at least a portion of a draft response to a communication regarding the status of a patent application.

53. (New) The system of claim 45, wherein the patent response system automatically generates at least a portion of a draft response to a communication regarding the status of a patent application based at least in part on data obtained from a link to an electronic information system.

54. (New) A copyright protection system, the system comprising:

- an initial copyright protection system;
- a copyright project system coupled to the initial copyright protection system;
- a copyright tracking system coupled to the copyright project system; and
- a copyright response system coupled to the copyright tracking system.

55. (New) The system of claim 54, wherein the initial copyright protection system includes links to an electronic information system.

56. (New) The system of claim 54, wherein the initial copyright protection system includes templates to generate at least a portion of a draft copyright registration based at least in part on information from an innovator.

57. (New) The system of claim 54, wherein the initial copyright protection system automatically generates at least a portion of a draft copyright registration based at least in part on information received from an innovator.

58. (New) The system of claim 54, wherein:
the copyright project system sends a reminder of a deadline, and
the deadline is selected from the group consisting of a filing deadline and a response deadline.

59. (New) The system of claim 54, wherein the copyright tracking system stores information relating to the status of a copyright registration.

60. (New) The system of claim 54, wherein the copyright tracking system generates reports regarding the status of a plurality of copyright registration.

61. (New) The system of claim 54, wherein the copyright response system automatically generates at least a portion of a draft response to a communication regarding the status of a copyright registration.

62. (New) The system of claim 54, wherein the copyright response system automatically generates at least a portion of a draft response to a communication regarding the status of a copyright registration based at least in part on data obtained from a link to an electronic information system.

63. (New) A trade secret protection system, the system comprising:

- an initial trade secret protection system;
- a trade secret project system coupled to the initial trade secret protection system;
- a trade secret tracking system coupled to the trade secret project system; and
- a trade secret response system coupled to the trade secret tracking system.

64. (New) The system of claim 63, wherein the initial trade secret protection system includes links to an electronic information system.

65. (New) The system of claim 63, wherein the initial trade secret protection system includes templates to generate at least a portion of a draft trade secret data record based at least in part on information from an innovator.

66. (New) The system of claim 63, wherein the initial trade secret protection system automatically generates at least a portion of a trade secret data record based at least in part on information received from an innovator.

67. (New) The system of claim 63, wherein:

- the trade secret project system sends a reminder of a deadline, and
- the deadline is selected from the group consisting of a protection deadline and a maintenance deadline.

68. (New) The system of claim 63, wherein the trade secret tracking system stores information relating to the status of protection of a trade secret.

69. (New) The system of claim 63, wherein the trade secret tracking system generates reports regarding the status of a plurality of trade secrets.

70. (New) The system of claim 63, wherein the trade secret response system automatically generates at least a portion of a draft response to a communication regarding the status of protection of a trade secret.

71. (New) A method of protecting a trade secret, the method comprising:
receiving a trade secret identifier corresponding to a trade secret generated at least in part by an innovator:
generating trade secret protection compliance information based at least in part on the trade secret identifier; and
transmitting the trade secret protection compliance information to the innovator.

72. (New) The method of claim 71, further comprising sending periodic reminders based at least in part on the trade secret protection compliance information.

73. (New) The method of claim 72, further comprising sending the periodic reminders based at least in part on the trade secret protection compliance information to one or more individuals having access to the trade secret.

74. (New) The method of claim 71, wherein the trade secret protection compliance information includes information selected from the group consisting of marking information, reasonable steps to keep secret information, and non-disclosure agreement information.

75. (New) The method of claim 71, further comprising receiving an identification of a non-disclosure agreement recipient.

76. (New) The method of claim 75, further comprising generating a non-disclosure agreement based at least in part on the identification of the non-disclosure agreement recipient.

77. (New) An intellectual property selection system, the system comprising:

- means for receiving a disclosure of an innovation from an innovator;
- means for receiving intellectual property law information coupled to the means for receiving a description of an innovation;
- means for receiving intellectual property business information coupled to the means for receiving intellectual property law information; and
- means for selectively sending a description of the innovation to an intellectual property protection system, the description of the innovation based at least in part on the disclosure of the innovation, the means for selectively sending coupled to the means for receiving intellectual property law information and the means for receiving intellectual property business information.

78. (New) The system of claim 77, wherein the intellectual property protection system is selected from the group consisting of a copyright protection system, a trade secret protection system, a trademark protection system, and a patent protection system.

79. (New) The system of claim 77, wherein the innovation is selected from the group consisting of a technology, a process, a product, a system, a business method, an expression, a slogan, and a name.

80. (New) The system of claim 77, wherein the intellectual property law information is selected from the group consisting of intellectual property statutes, intellectual property case law, intellectual property law articles, and intellectual property legal analysis.

81. (New) The system of claim 77, wherein the intellectual property business information is selected from the group consisting of strategic technology information, core products information, competition information, and market information.

82. (New) The system of claim 77, further comprising means for communicating to an inventor a request for additional information related to the disclosure of the innovation.

83. (New) An intellectual property asset management system, the system comprising:
means for cataloging a plurality of intellectual property assets;
means for categorizing the plurality of intellectual property assets coupled to the means for cataloging; and
means for generating notifications coupled to the means for categorizing.

84. (New) The system of claim 83, wherein the means for cataloging the plurality of intellectual property assets including means for storing information identifying one or more innovators associated with an intellectual property asset.

85. (New) The system of claim 83, wherein the means for categorizing the plurality of intellectual property assets includes means for categorizing an intellectual property asset of the plurality of intellectual property assets as one of a patent asset, a trademark asset, a trade secret asset, a copyright asset, and a proprietary information asset.

86. (New) An intellectual property utilization system, the system comprising:

- means for receiving an identifier of an intellectual property asset;
- means for generating a utilization assessment of the intellectual property asset based at least in part on an intellectual property utilization criterion; and
- means for generating a utilization decision based at least in part on the utilization assessment of the intellectual property asset.

87. (New) The system of claim 86, wherein the intellectual property utilization criterion is selected from the group consisting of a marketing potential, a marketing timeframe, a marketing revenue estimate, a competitive threat assessment, an intangible value, a marketing viability, a potential customer assessment, a competitive assessment, a market potential, a development assessment, an ownership assessment, a patent status assessment, an interested customer assessment, a deal complexity assessment, a time to closing assessment, a competitive advantage assessment, a future deals assessment, a customer relationship assessment, an internal political assessment, and a public relations assessment.

88. (New) The system of claim 86, the system further comprising means for generating a utilization report based at least in part on utilization assessment of the intellectual property asset.

89. (New) An intellectual property marketing system, the system comprising:

means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset;

means for assessing the marketing potential of each of at least a subset of the intellectual property assets; and

means for determining a marketing priority of each of at least a subset of the intellectual property assets.

90. (New) The system of claim 89, the system further comprising means for selecting an intellectual property asset for marketing based at least in part on the determined marketing priority of the intellectual property asset.

91. (New) The system of claim 89, wherein the means for assessing the marketing potential of at least a subset of each of the intellectual property assets includes means for assessing a marketing criterion, the marketing criterion selected from the group consisting of a core technologies criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion.

92. (New) The system of claim 91, wherein the strength criterion corresponds to a measure of applicability to a valuable technology.

93. (New) The system of claim 91, wherein the breadth criterion corresponds to a measure of applicability to a range of technologies.

94. (New) An intellectual property enforcement system, the system comprising:

means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset;

means for assessing the enforcement potential of each of at least a subset of the intellectual property assets; and

means for determining an enforcement priority of each of at least a subset of the intellectual property assets.

95. (New) The system of claim 94, the system further comprising means for selecting an intellectual property asset for enforcement based at least in part on a determined enforcement priority of an intellectual property asset of the at least a subset of the intellectual property assets.

96. (New) The system of claim 94, wherein the means for assessing the enforcement potential of each of at least a subset of the intellectual property assets includes means for assessing an enforcement criterion, the enforcement criterion selected from the group consisting of a core technologies criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion.

97. (New) The system of claim 96, wherein the strength criterion corresponds to a measure of applicability to a valuable technology.

98. (New) The system of claim 96, wherein the breadth criterion corresponds to a measure of applicability to a range of technologies.

99. (New) An intellectual property donation system, the system comprising:

means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset;

means for assessing the donation potential of each of at least a subset of the intellectual property assets; and

means for determining a donation priority of each of at least the subset of the intellectual property assets.

100. (New) The system of claim 99, the system further comprising means for selecting an intellectual property asset for donation based at least in part on a determined donation priority of an intellectual property asset.

101. (New) The system of claim 99, wherein the means for assessing the donation potential of each of at least a subset of the intellectual property assets includes means for assessing a donation criterion, the donation criterion selected from the group consisting of a core technologies criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion.

102. (New) The system of claim 101, wherein the strength criterion corresponds to a measure of applicability to a valuable technology.

103. (New) The system of claim 101, wherein the breadth criterion corresponds to a measure of applicability to a range of technologies.

104. (New) An intellectual property trade system, the system comprising:

means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset;

means for assessing the trade potential of each of at least a subset of the intellectual property assets; and

means for determining a trade priority of each of at least a subset of the intellectual property assets.

105. (New) The system of claim 104, the system further comprising means for selecting an intellectual property asset for trade based at least in part on a determined trade priority of an intellectual property asset.

106. (New) The system of claim 104, wherein the means for assessing the trade potential of each of at least a subset of the intellectual property assets includes means for assessing a trade criterion, the trade criterion selected from the group consisting of a core technologies criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion.

107. (New) The system of claim 106, wherein the strength criterion corresponds to a measure of applicability to a valuable technology.

108. (New) The system of claim 106, wherein the breadth criterion corresponds to a measure of applicability to a range of technologies.

109. (New) A method for managing trademark licensing, comprising:
- storing trademark licensing information on a server;
 - receiving a request to send the trademark licensing information to a trademark licensee;
 - sending the trademark licensing information to the trademark licensee;
 - receiving trademark licensee information;
 - electronically generating and sending a trademark licensing agreement; and
 - receiving an electronic acceptance of the trademark licensing agreement.
110. (New) The method of claim 109, further comprising downloading trademark artwork to the trademark licensee.
111. (New) The method of claim 109, further comprising generating a trademark licensing report based at least in part on trademark licensee data electronically received from a plurality of trademark licensees.
112. (New) The method of claim 109, further comprising generating and sending trademark license audit requests based at least in part on trademark licensee data electronically received from a plurality of trademark licensees.